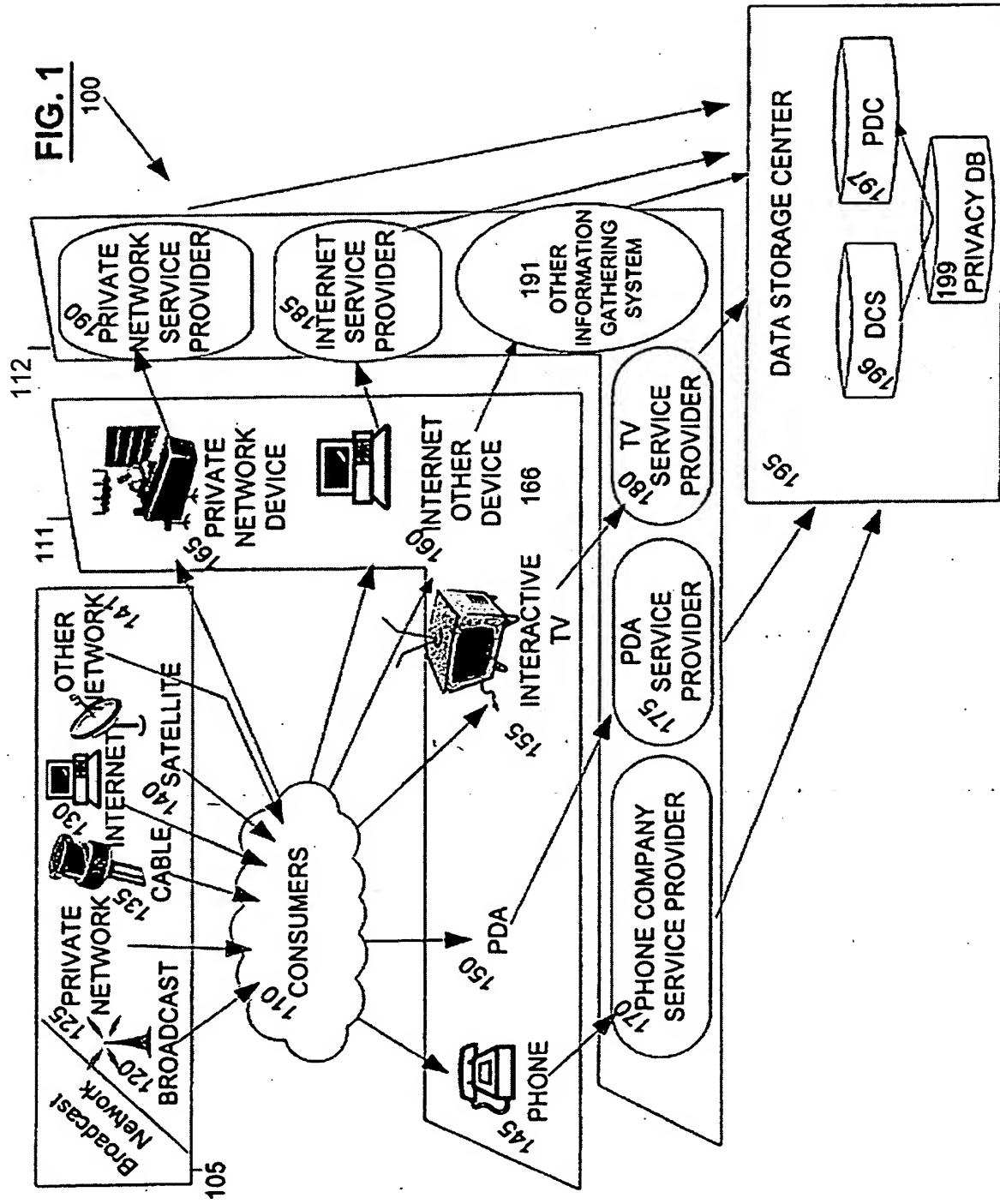
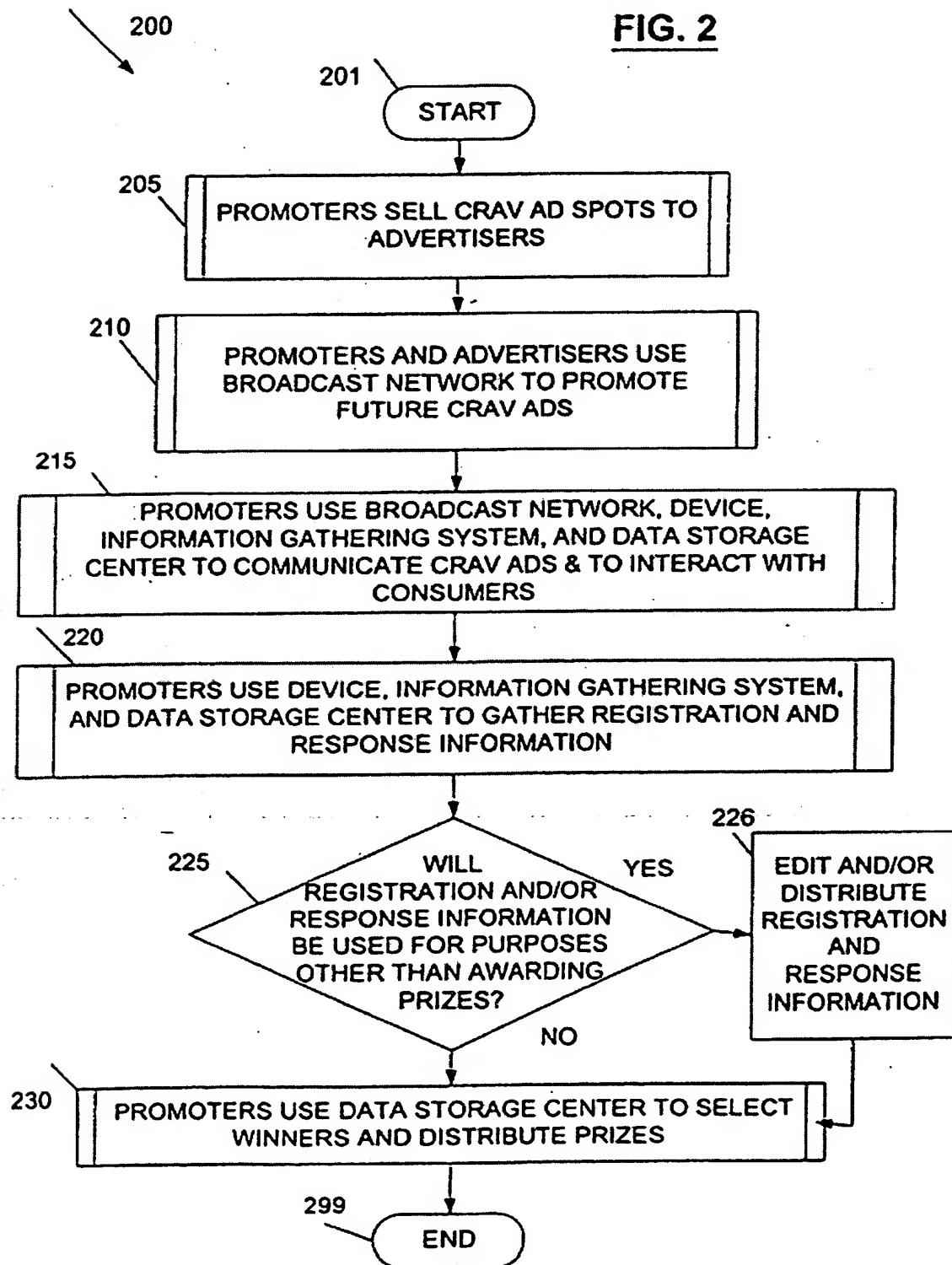


FIG. 1



**FIG. 2**

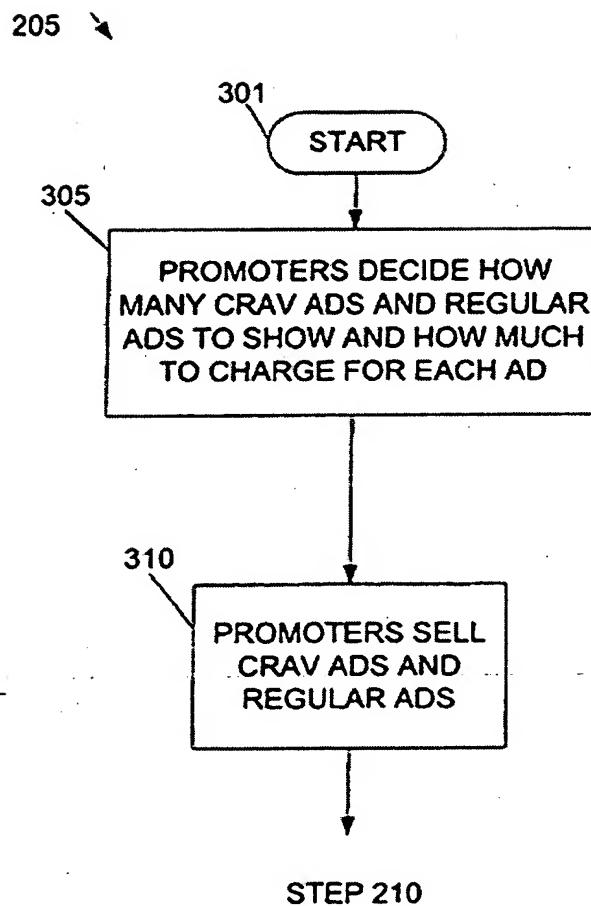
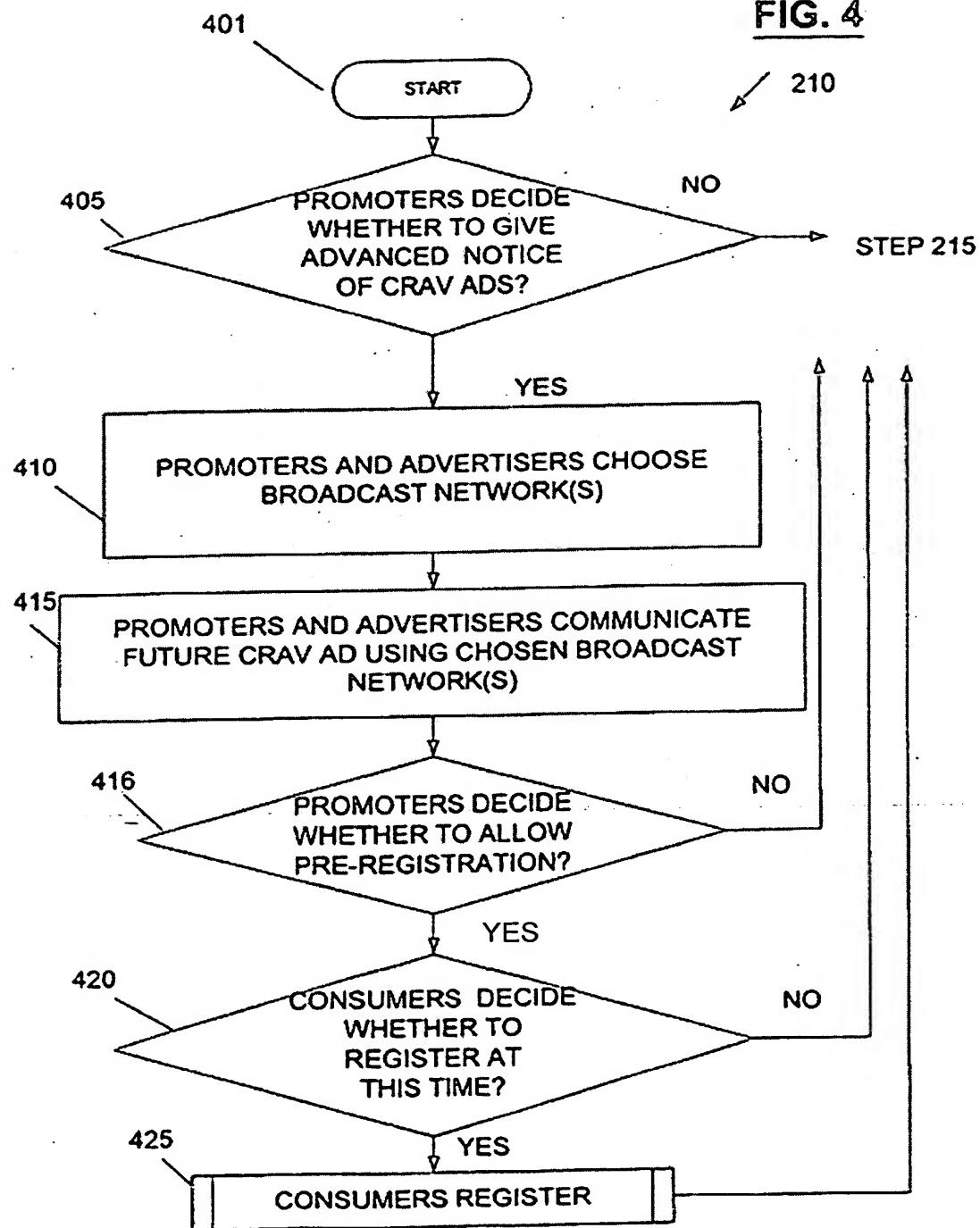
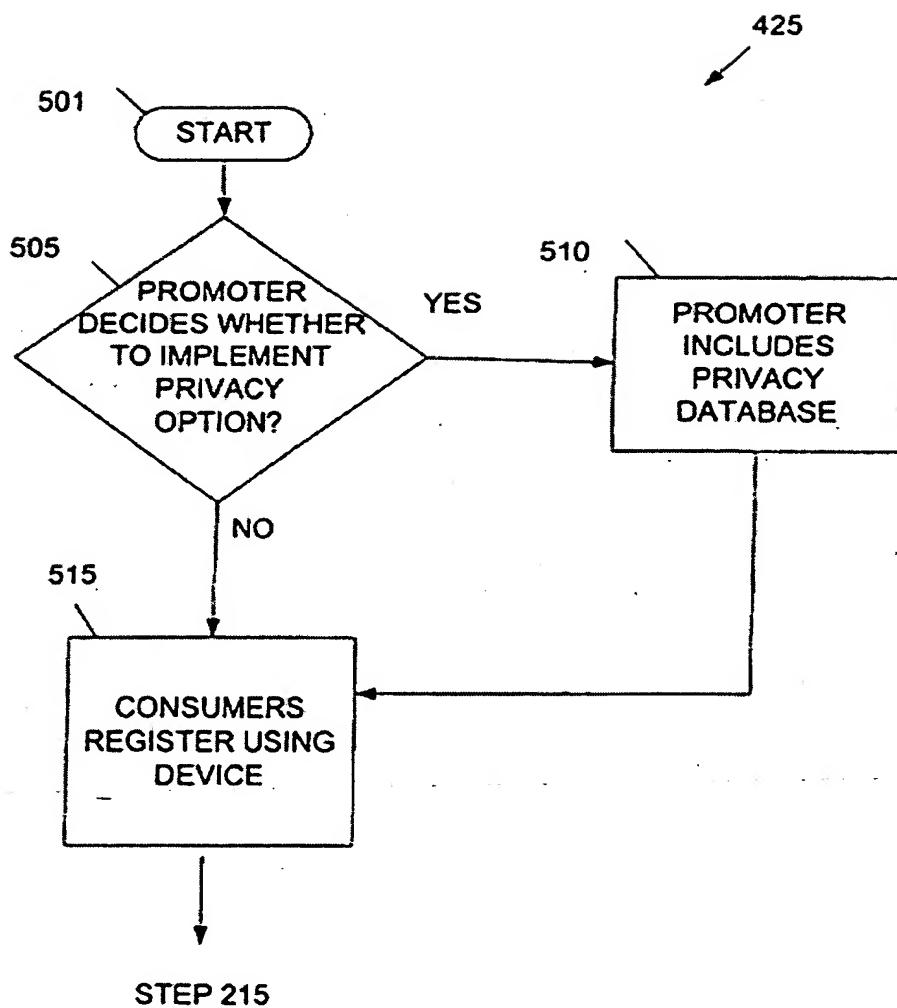
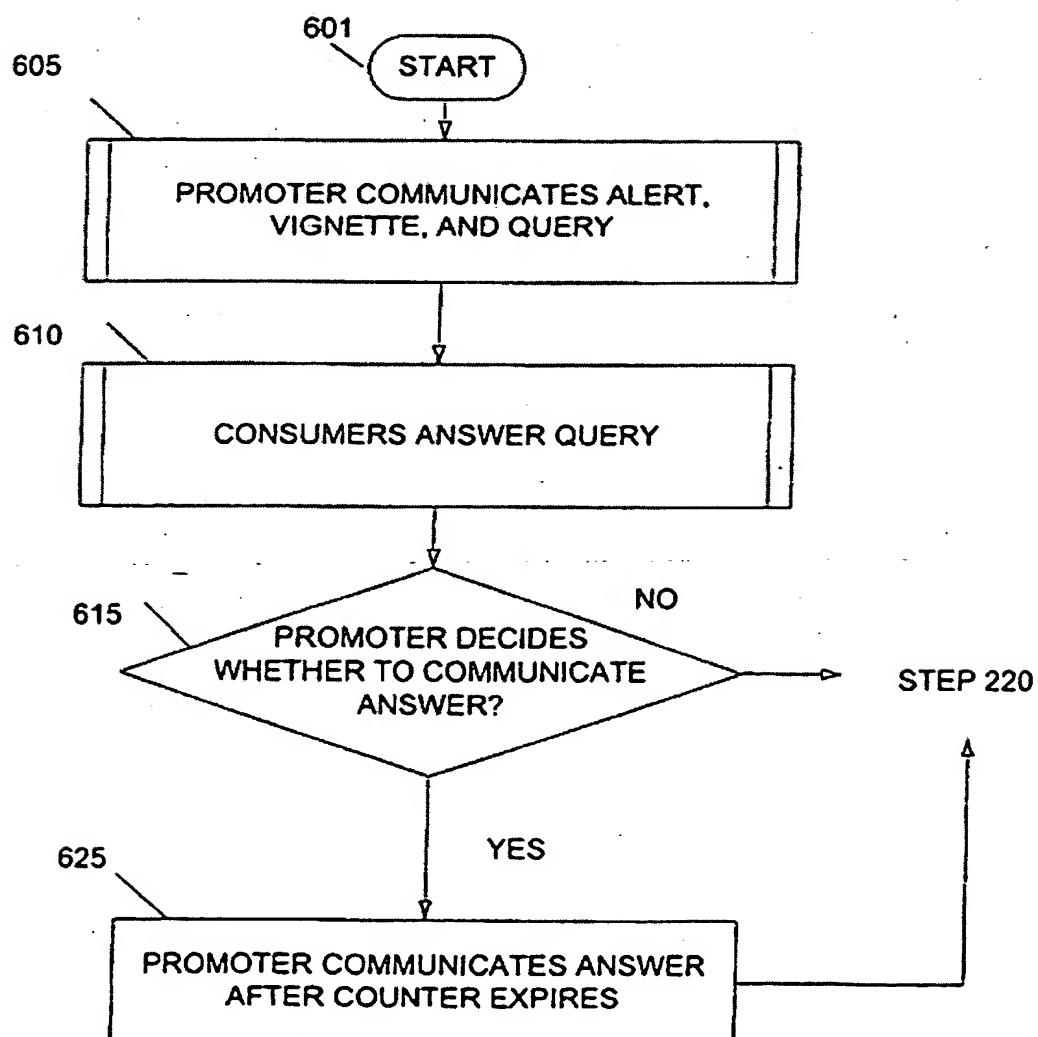
**FIG. 3**

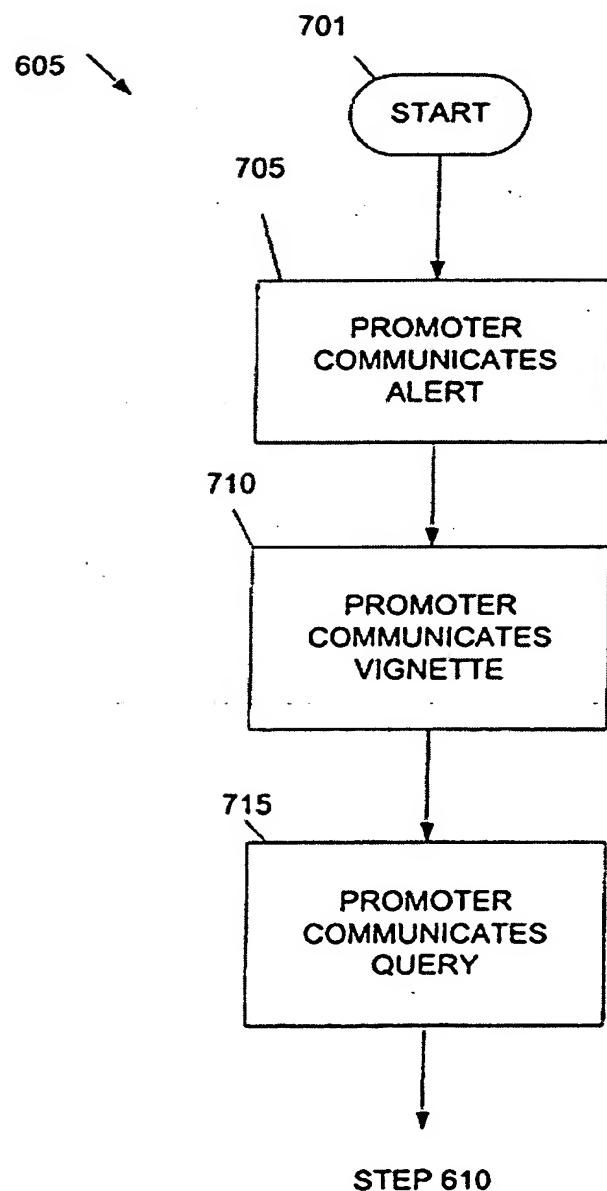
FIG. 4

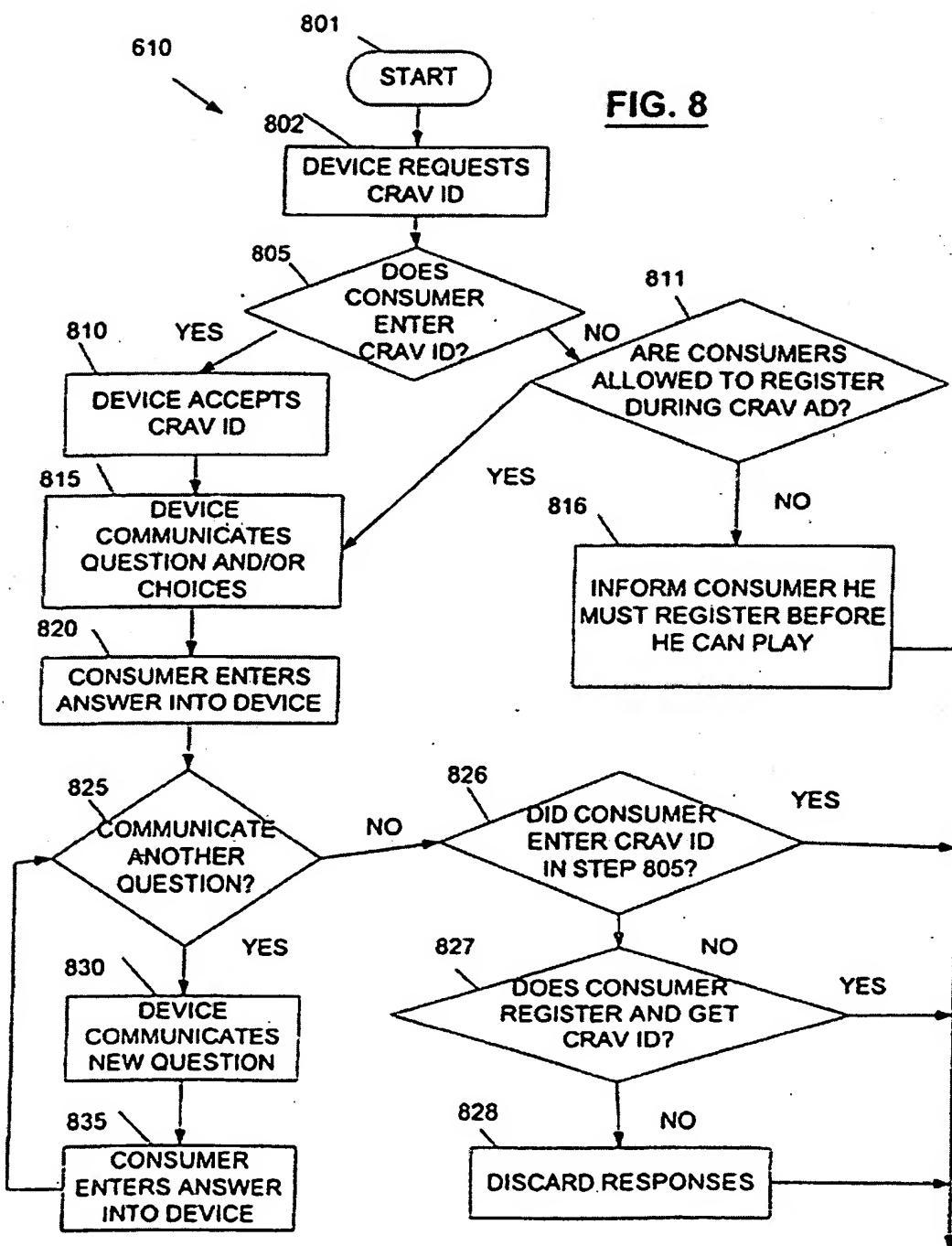


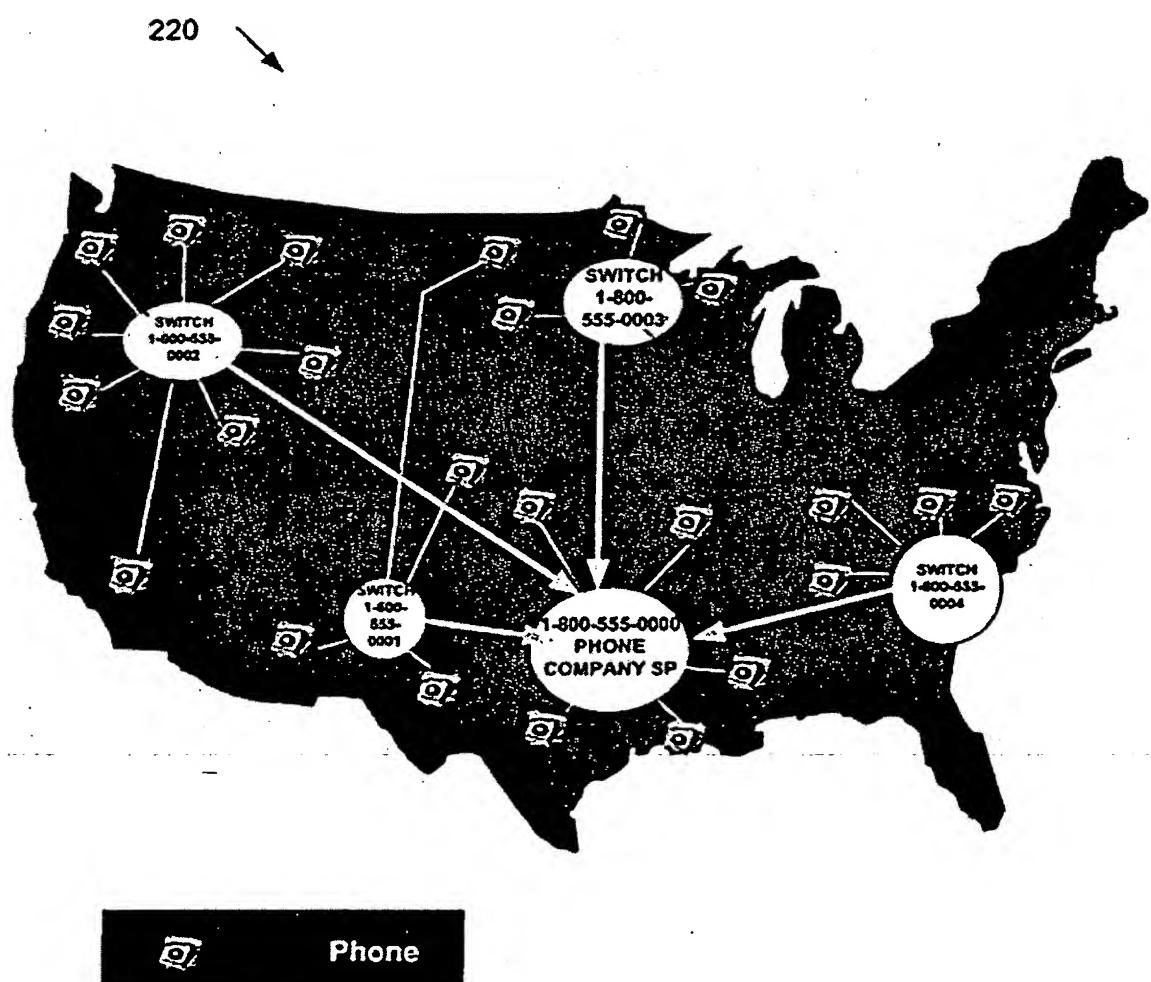
**FIG. 5**

215

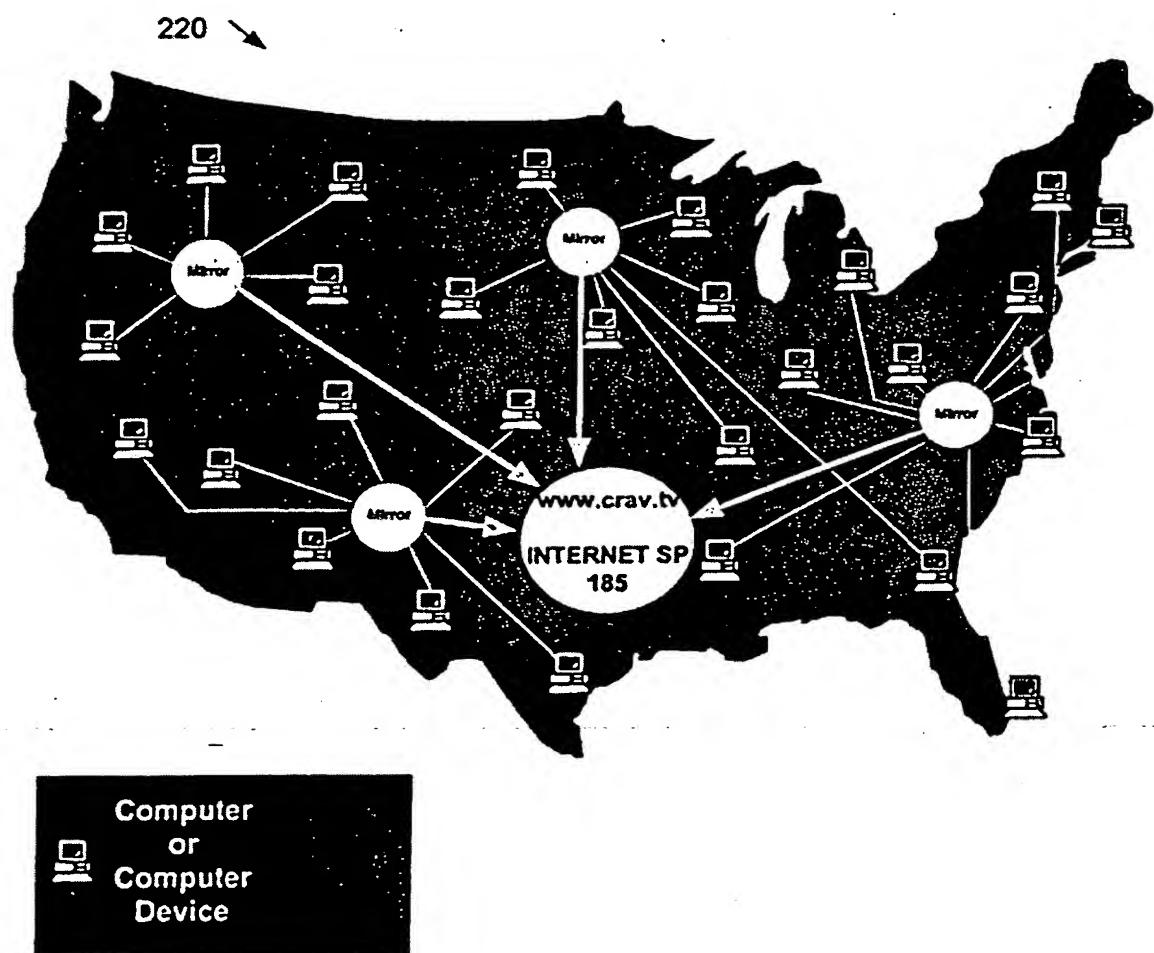
FIG. 6

**FIG. 7**



**FIG. 9A**

**FIG. 9B**



**FIG. 10**

220

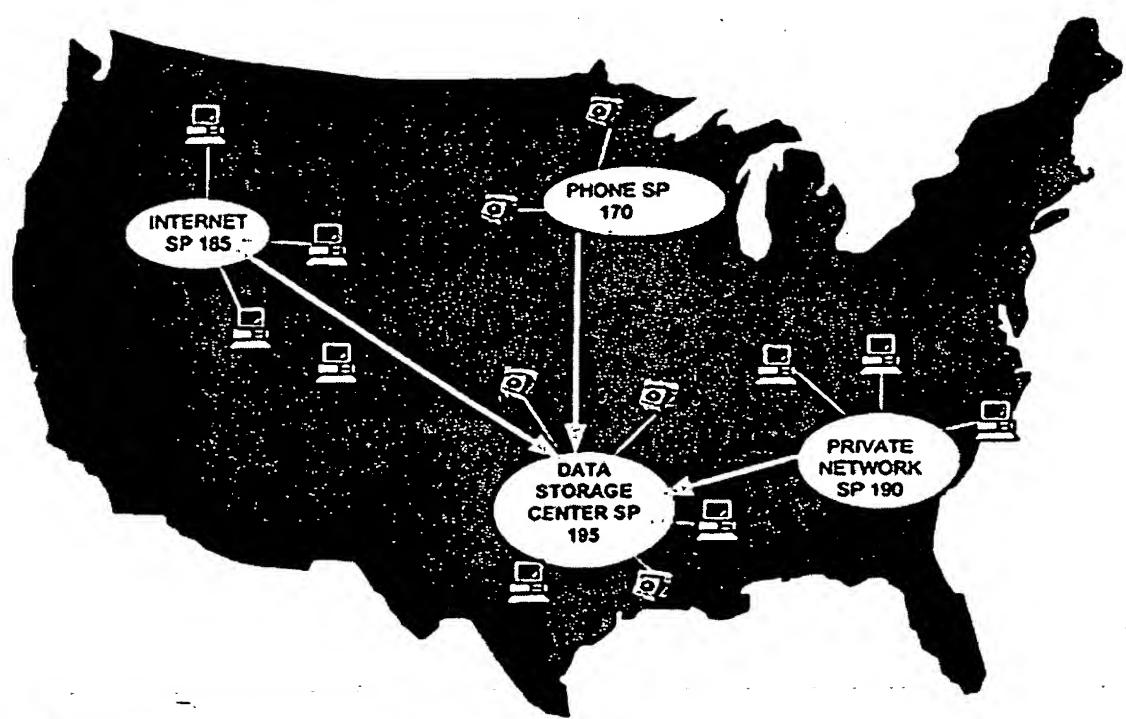
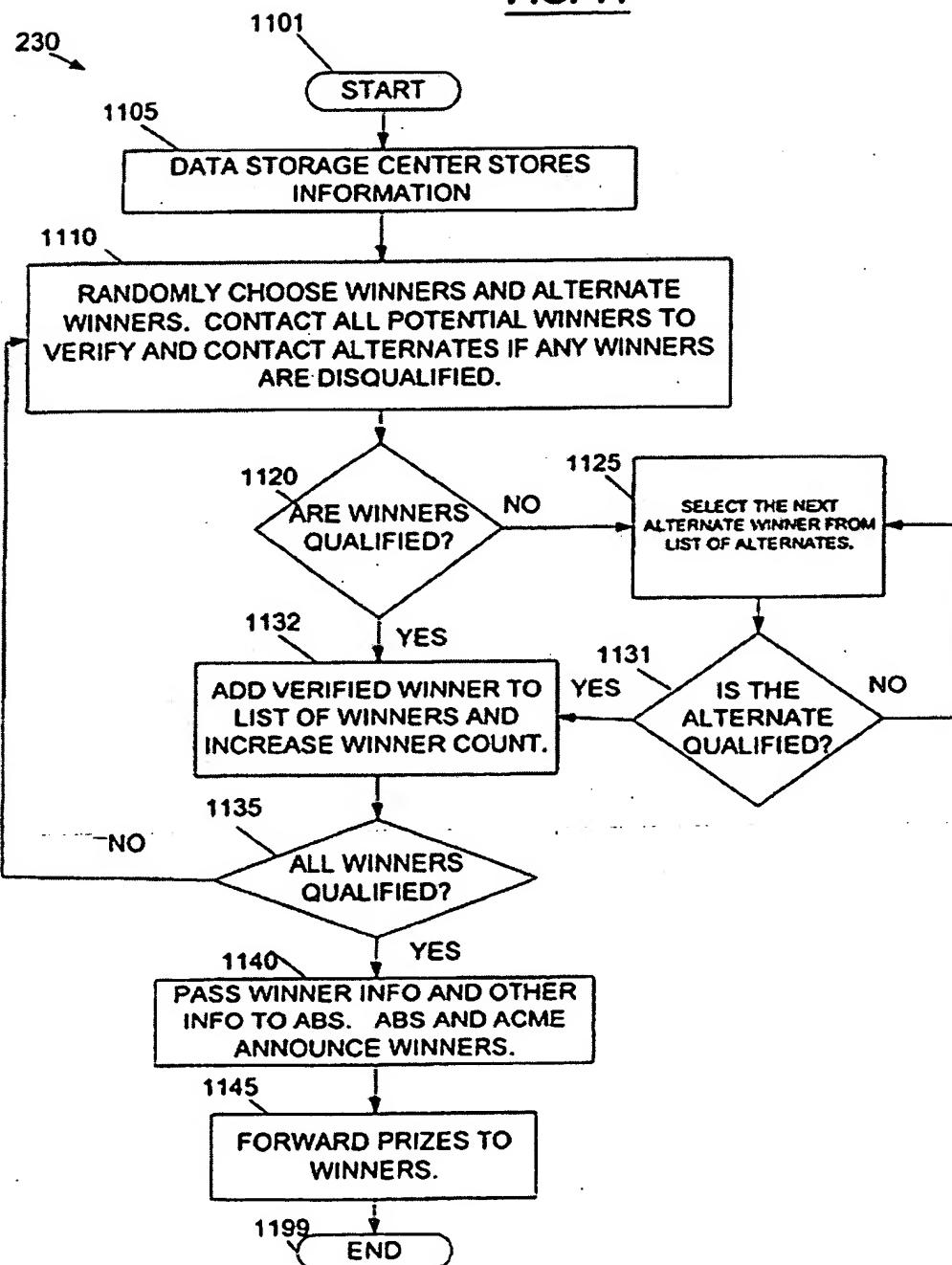
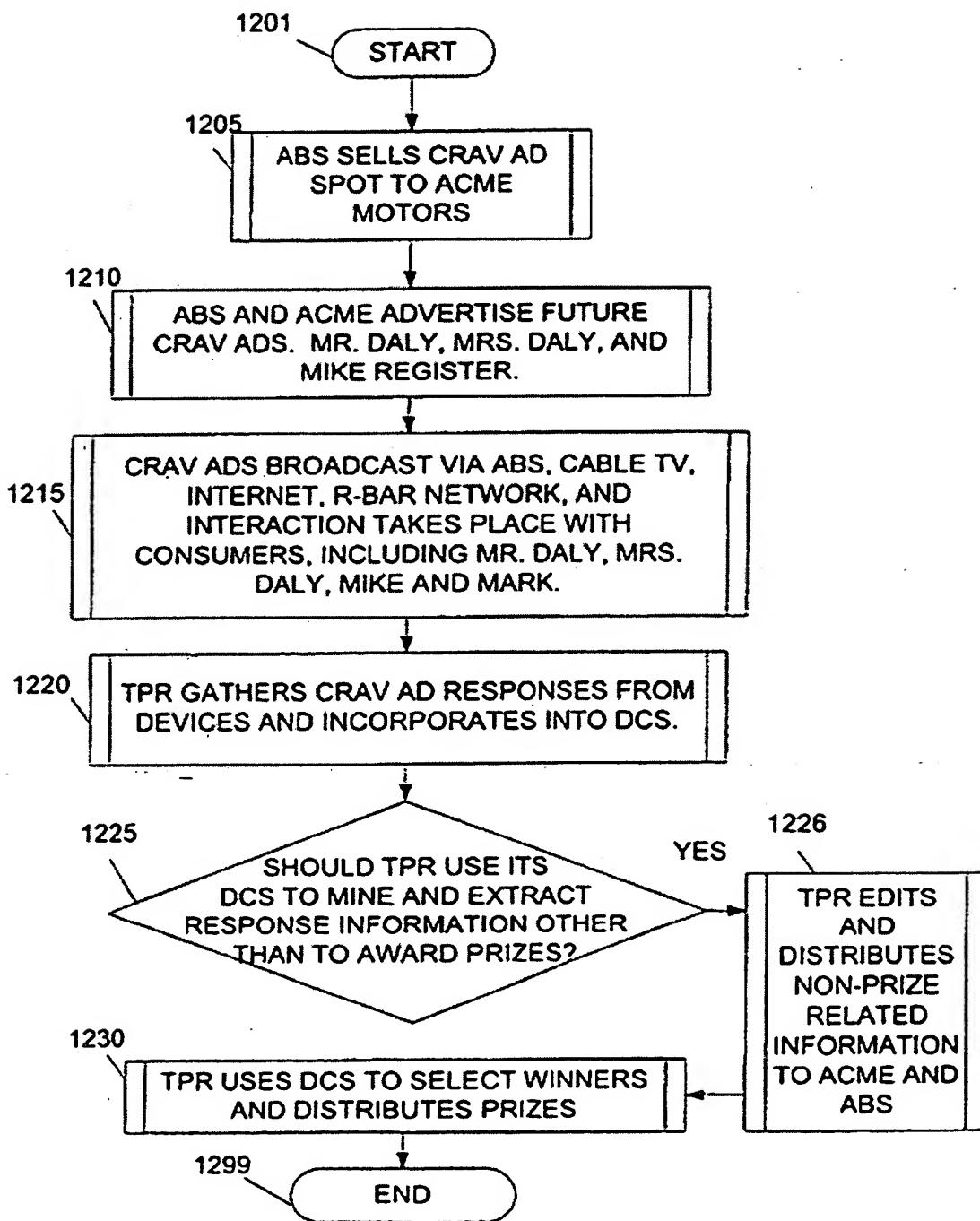
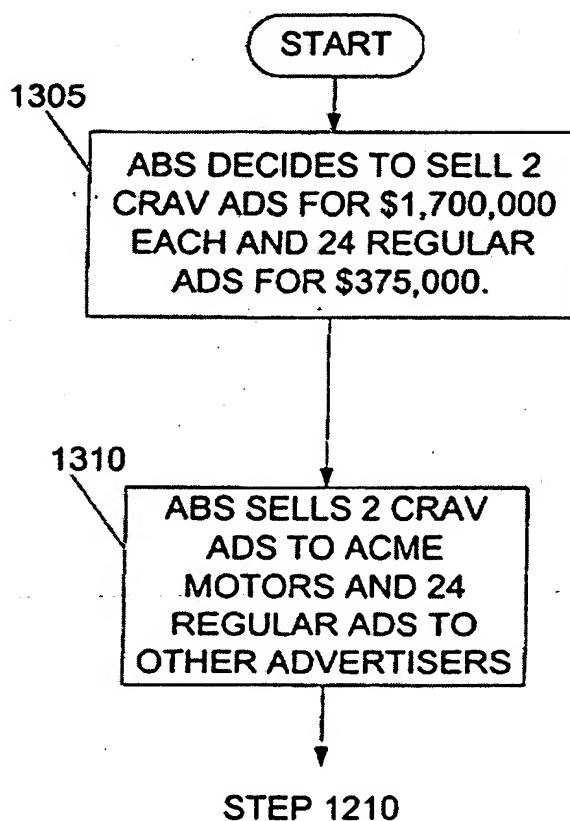


FIG. 11

**FIG. 12**

**FIG. 13**

1205 ↗



**FIG. 14****CRAV Immersive Ad Bundle Program Worksheet**

SHOW:	Lawyers in Love
Time Slot:	8 pm EST/7 pm CST 8 pm MST/7pm PST
Length:	60 min.
Ad mins/show:	16
Avg. Audience:	7,000,000 viewers
Typical # Spots:	32 30 second spots/show
\$ / SPOT:	\$300,000
Cost/100- view:	\$42.86 per 30 seconds
Revenues/show:	\$9,600,000
Expenses/show:	<u>\$9,000,000</u>
Avg. profit/show:	\$1,600,000

**SUBSTITUTION ANALYSIS:**

CRAV Bundles:	2	\$1,700,000 per spot
Time per bundle:	2 minutes =	\$2,400,000 replacement and fees
Reward % of fee:	29.41%	\$3,400,000 after Immersion Rewards
CRAV data cost:	15.00% of fees, or	\$ 510,000 for all CRAV ads
CRAV promotion:	\$400,000 additional promotion dollars	

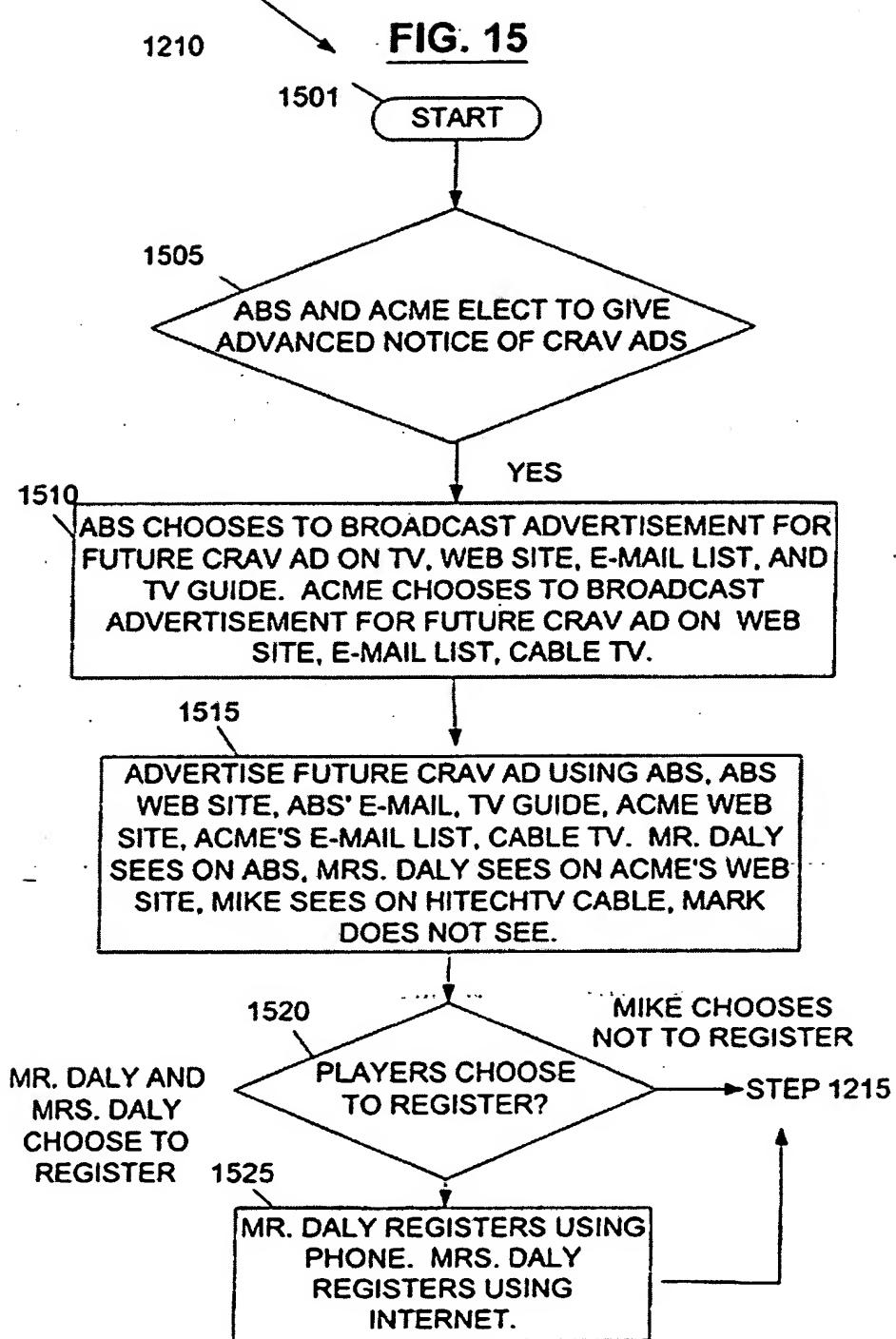
Est. increase: 30% larger audience  
 Est. new audience: 9,100,000

Remaining ads:	24
Ad fee increase:	25.00%
New \$ / ad:	\$375,000
New Cost / 1000:	\$41.21 per. 30 seconds

Ad Revenues:	\$9,000,000
CRAV Revenues:	\$3,400,000
Immers. Rewards:	-\$1,000,000

CRAV Promo:	-\$400,000
CRAV Data:	-\$510,000
Expenses/show:	-\$8,000,000

Est. profit/show:	\$2,490,000
Profit Increase:	\$ 890,000 vs. non-CRAV ads
Profit Increase:	55.63% vs. non-CRAV ads



**FIG. 16****IDENTIFICATION INFORMATION**

NAME: Mark Daly PIN: 1234  
 SS#: 238-33-5212 Birthday: 07/05/62  
 PHONE: 727-541-1100 E-mail: mdaly@worldwide.net  
 Address: 5623 Bayou Court, Largo, FL Wins: 17-Aug-00 NBS2103

**DEMOGRAPHIC INFORMATION****LEVEL I**

Sex: M	Race: W	Ann. Earnings: 75K
Zip Code: 33771	Weight: 185	Education: 14
# Child: 2	Height: 5' 10"	Political: D
Marital: D	Occupation: Construction	Religious: SB

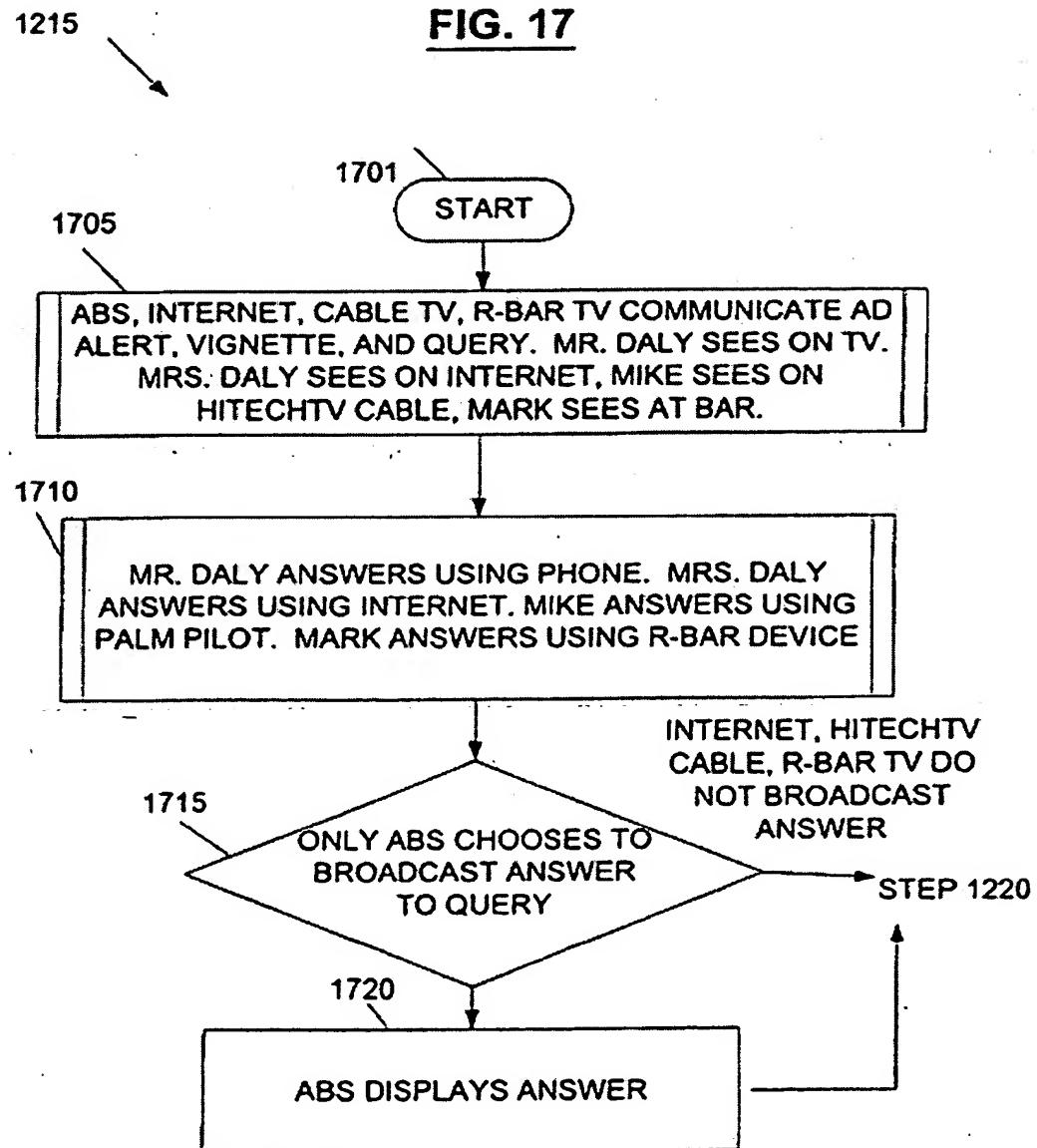
**LEVEL II**

Date add	Info	Number of Computers:	2
21-Jul-00	ABS0833	Number of vehicles:	1
17-Sep-00	ABS0734	Favorite network:	ABS

**HISTORICAL RESPONSE INFORMATION**

Date	Spot Code	Resp. A	Resp. B	Resp. C	Resp. D	Resp. E	Resp. F	Resp. G
21-Jul-00	ABS0712	1	4	2	2	3		
21-Jul-00	ABS0734	4	3	3	4	2	2	
21-Jul-00	ABS0812	1	3	5	3	1		
21-Jul-00	ABS0833	4	5	5	2	4	3	
28-Jul-00	NBS2103	5	2	1				
28-Jul-00	NBS2122	2	3	4				
04-Aug-00	MSN1820	4	3	3	2	4	4	1
11-Aug-00	ABS0712	1	3	2				
11-Aug-00	ABS0734	1	1	1	2	2		
11-Aug-00	ABS0812	3	2	4	2	2		
11-Aug-00	ABS0833	2	4	3	4	3	1	1
11-Aug-00	ABS0845	4	3	2	3	2		
18-Aug-00	NBS2103	2	4	3	2	3		
18-Aug-00	NBS2122	1		2				
17-Sep-00	ABS0712	1	4	1	3	2	1	
17-Sep-00	ABS0734	3	2	1	2			
17-Sep-00	ABS0812	2	1	1	1	3		
17-Sep-00	ABS0833	3	3	1		1		
23-Oct-00	MSN1820	3	3	1		1		

**FIG. 17**



1705

FIG. 18

1805

**ALERT**  
Memorizing the following ACME CRAV Ad  
could make you a winner of 1 of 50 new  
convertibles.

1810

**VIGNETTE**  
(Show ACME Commercial which presents  
model number of new car with side  
impact air bags.)

1820a

1820b

1820c

**QUERY - Question 1:**  
What new ACME Model  
features side impact air  
bags?

**QUERY - Question 2:**  
When do you plan on  
buying a new car?

**QUERY - Question 3:**  
Who should be  
President?

1830

**ANSWER**

XP 2030

FIG. 19

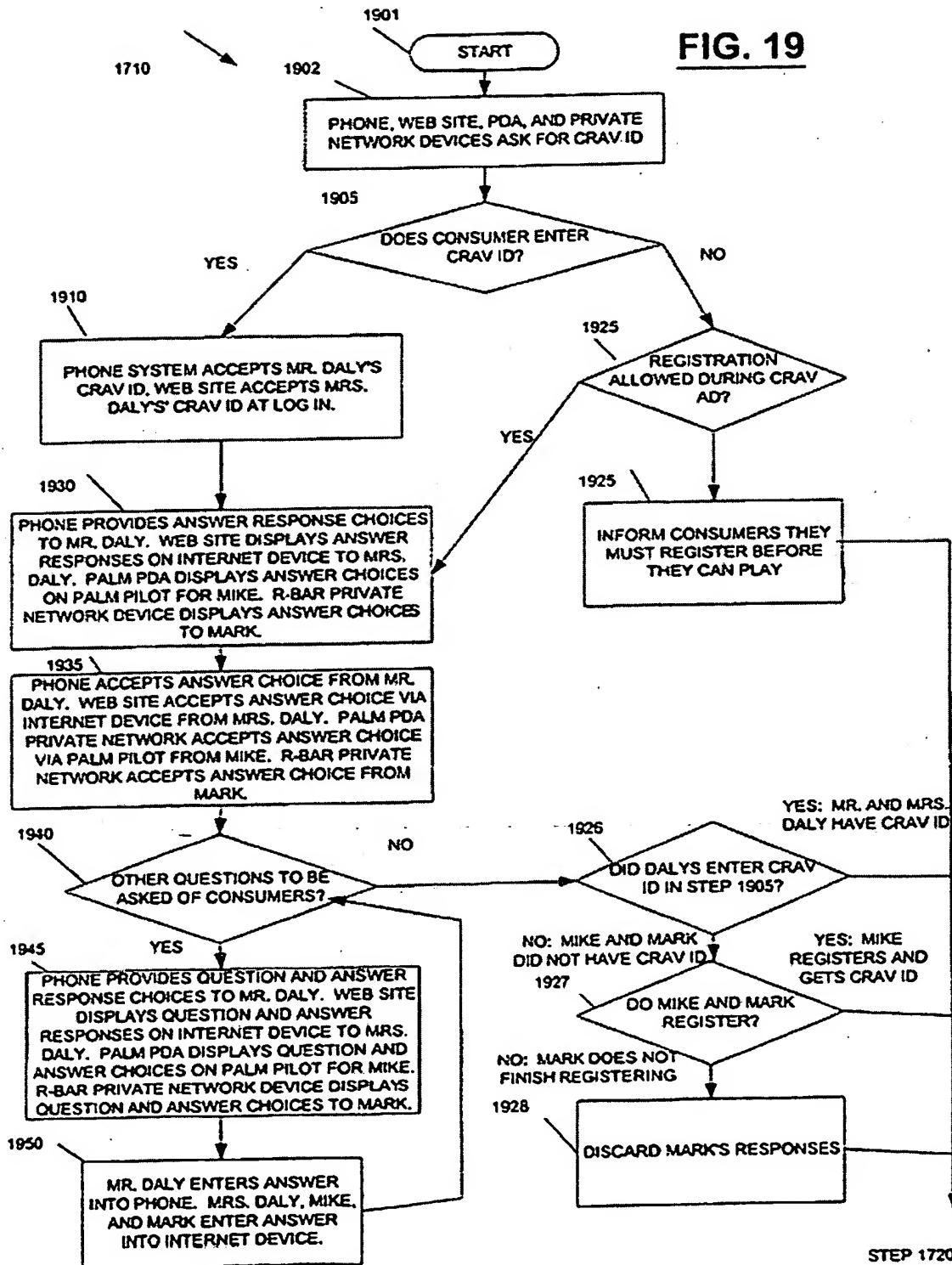
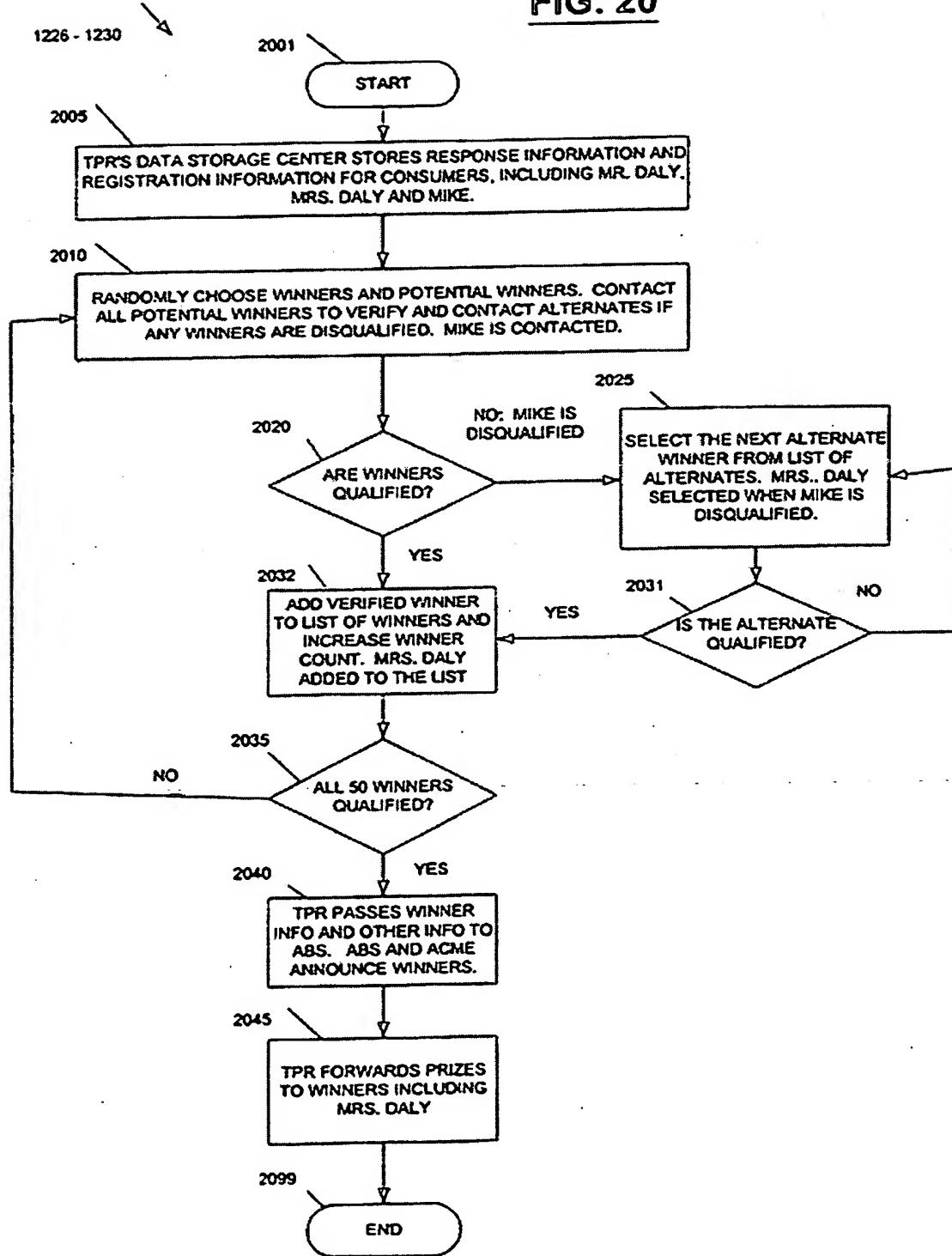


FIG. 20

2100

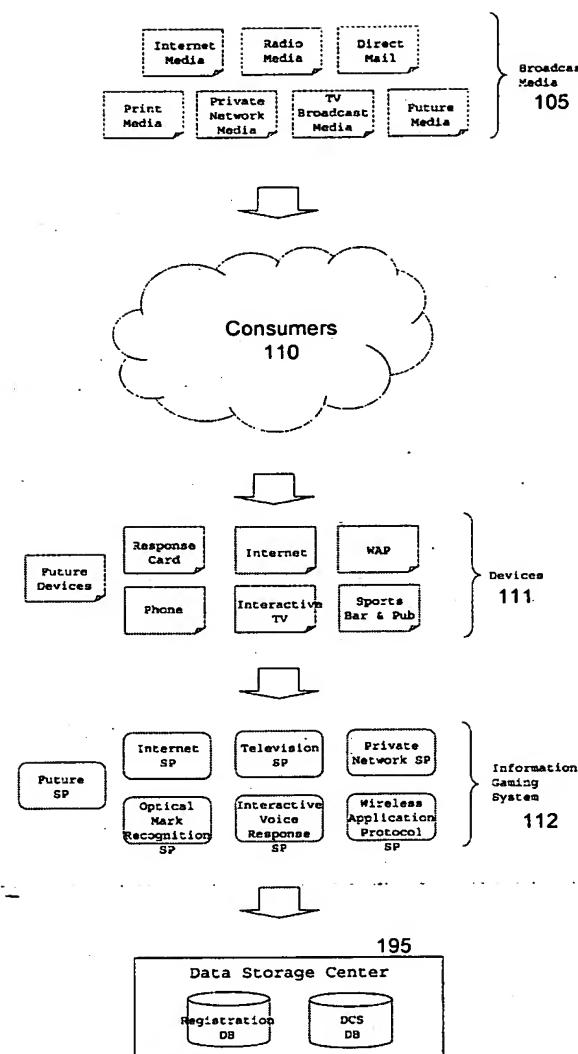
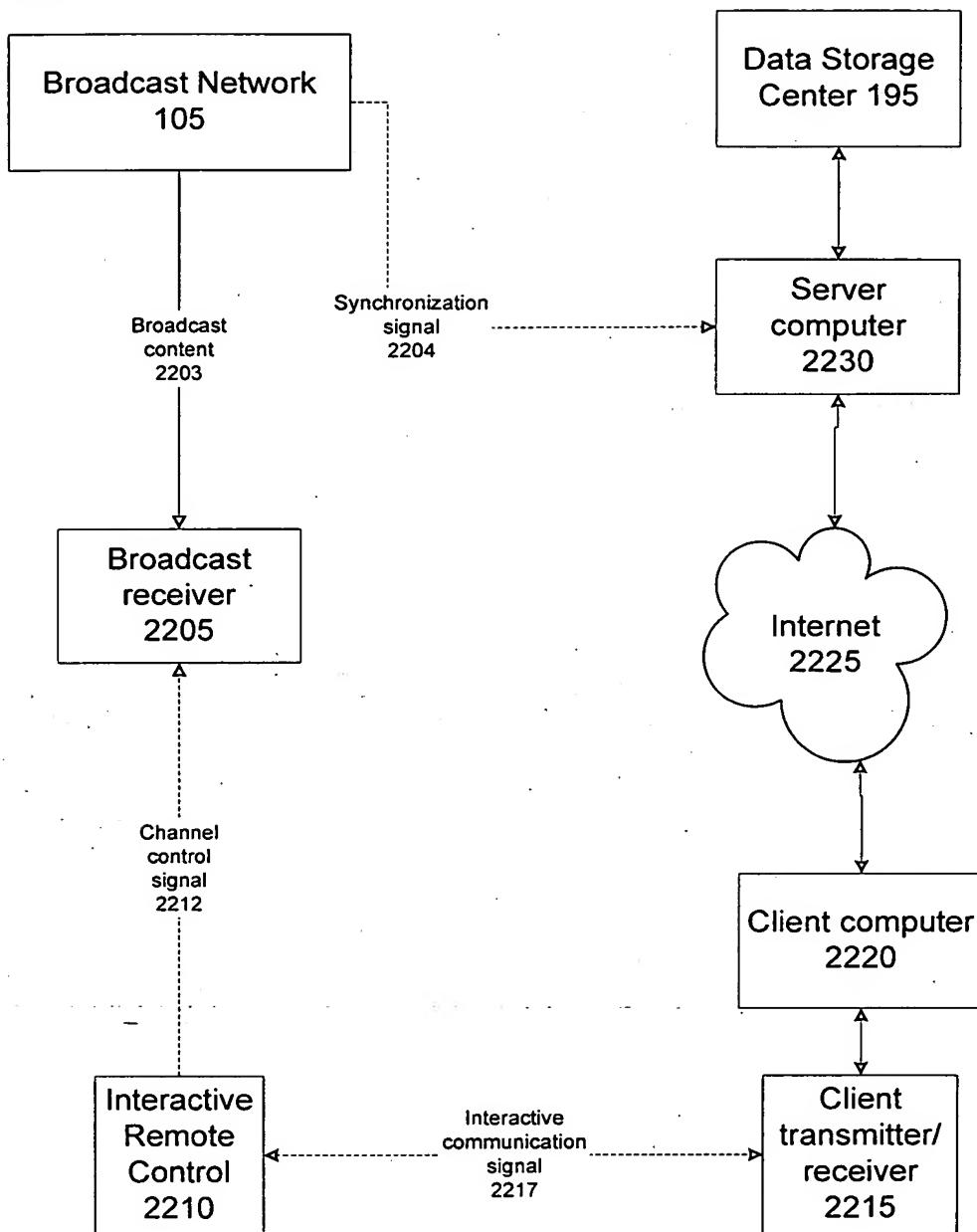


Fig. 21

2200Fig. 22

2210

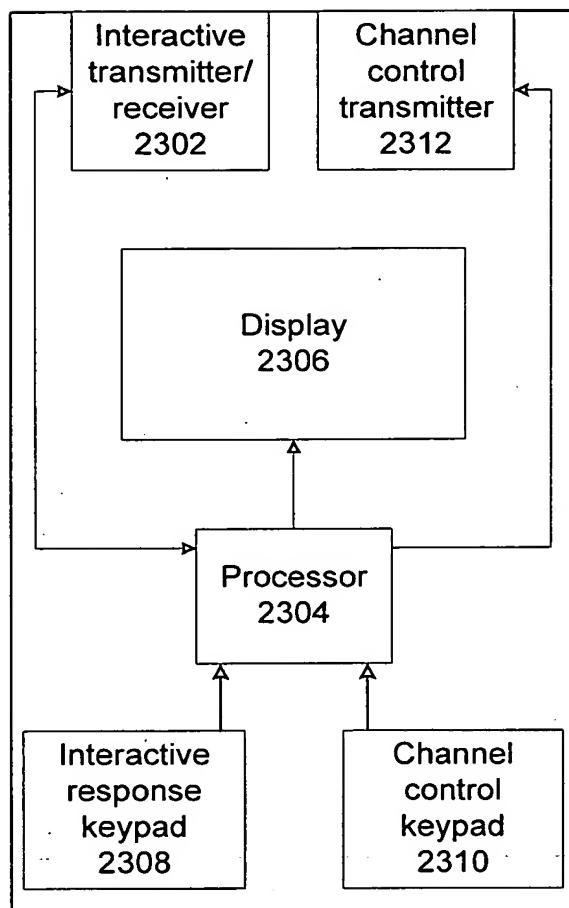


Fig. 23

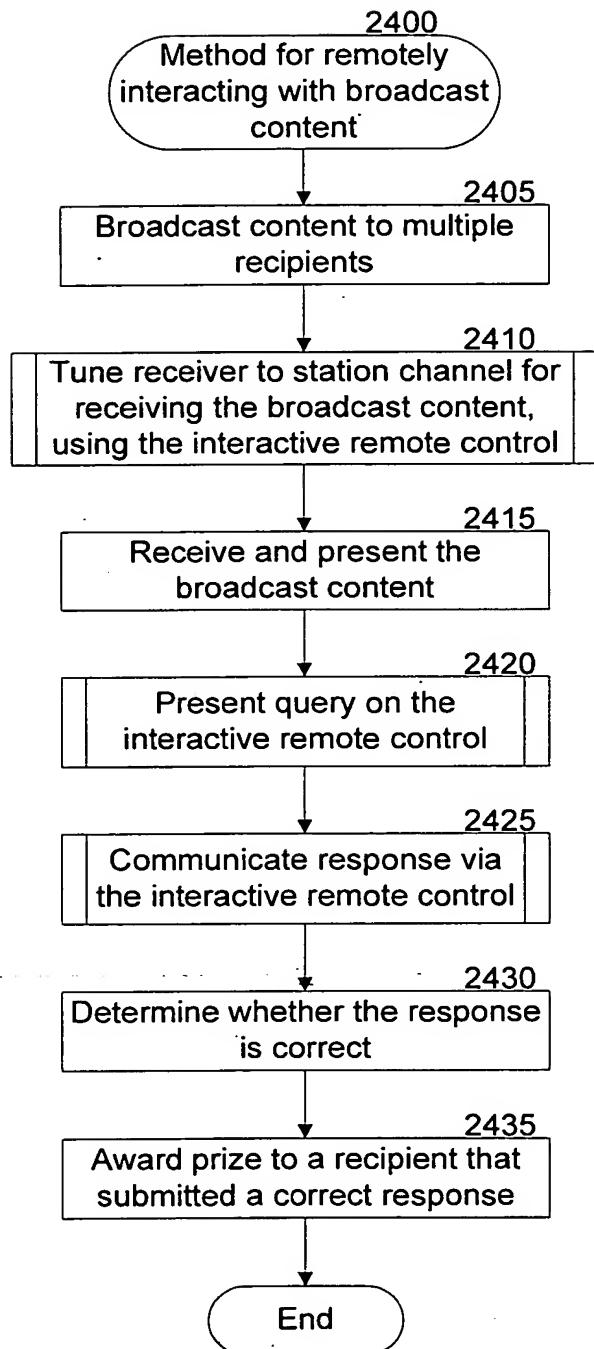


Fig. 24

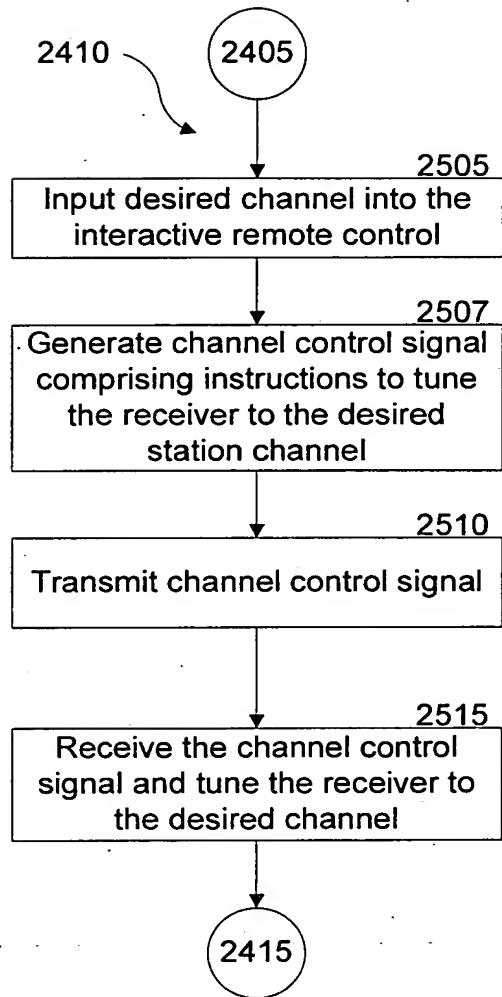


Fig. 25

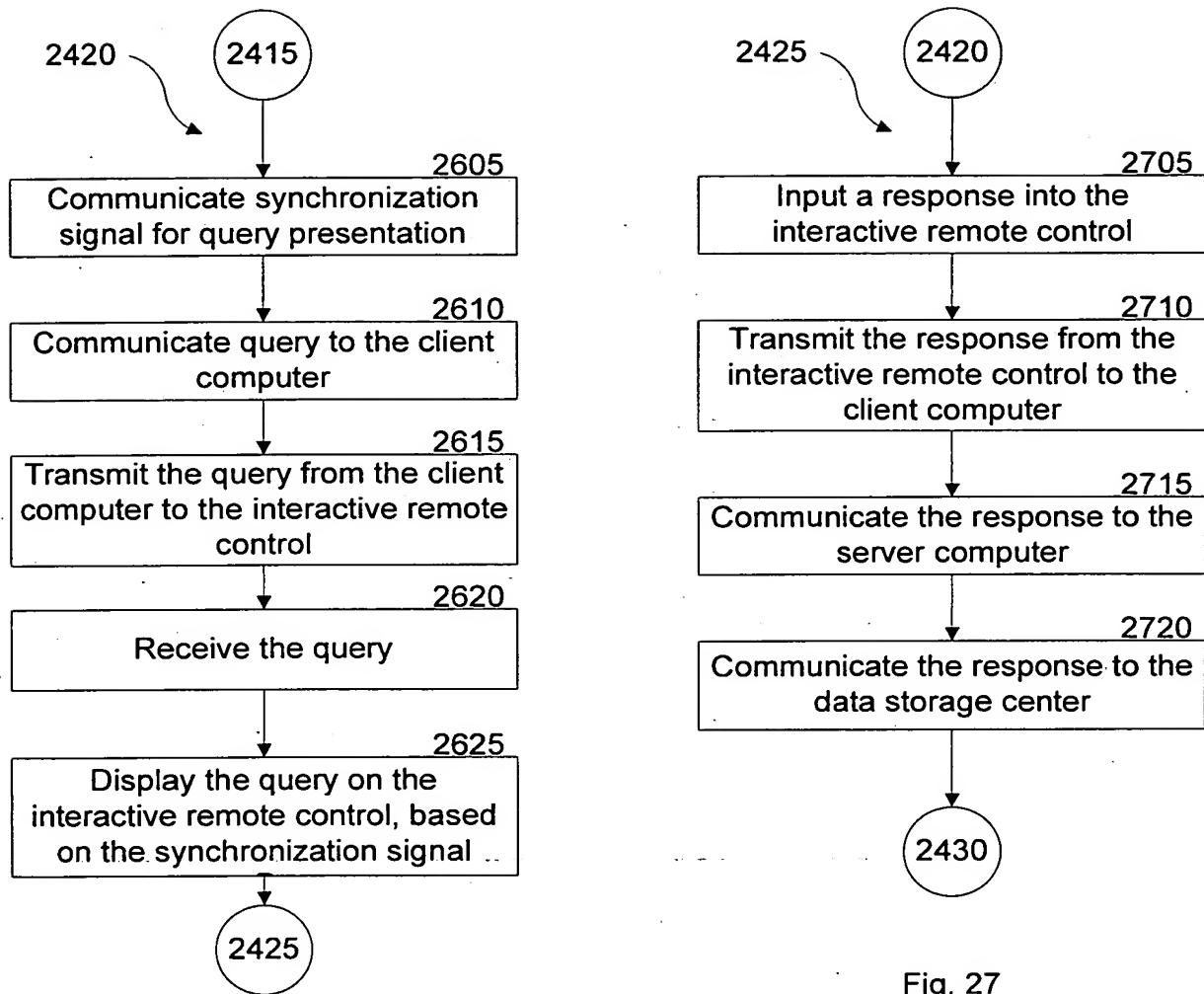


Fig. 26

Fig. 27

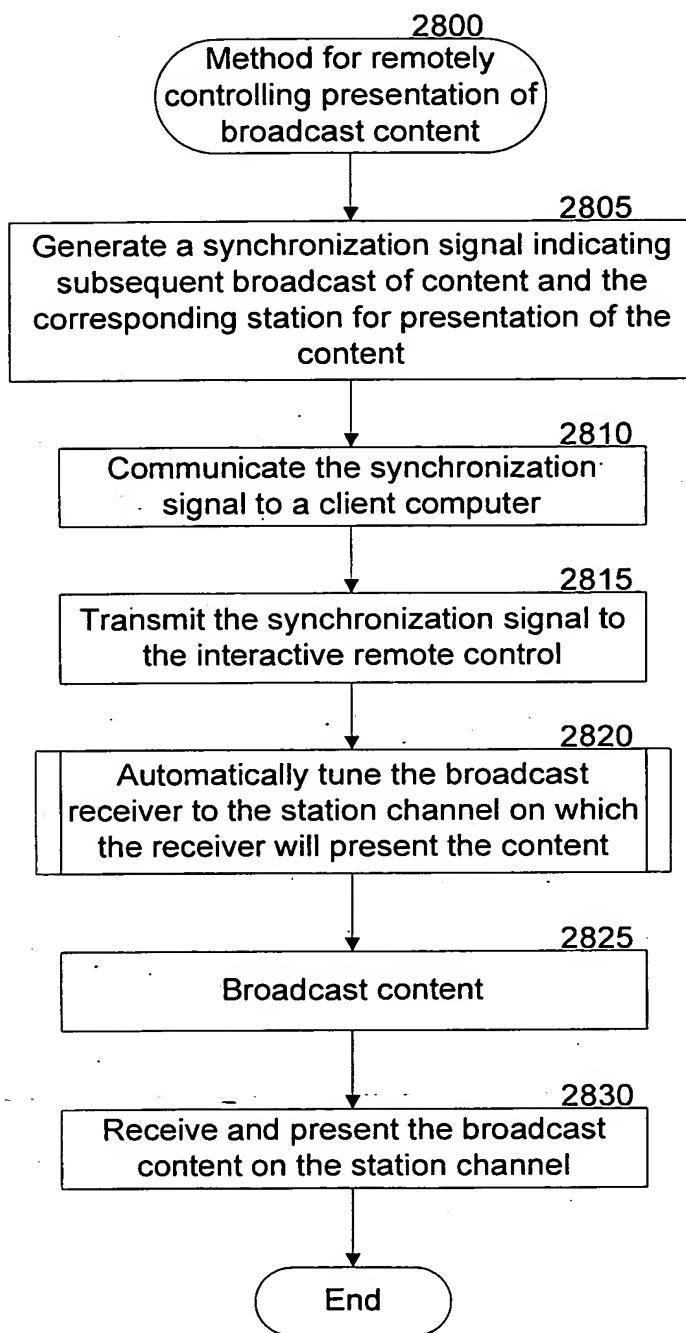


Fig. 28

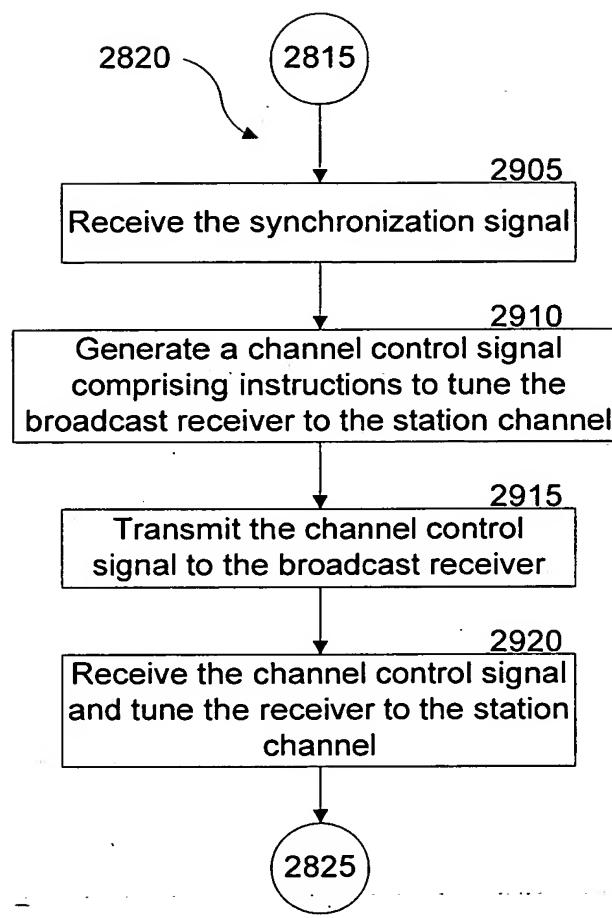
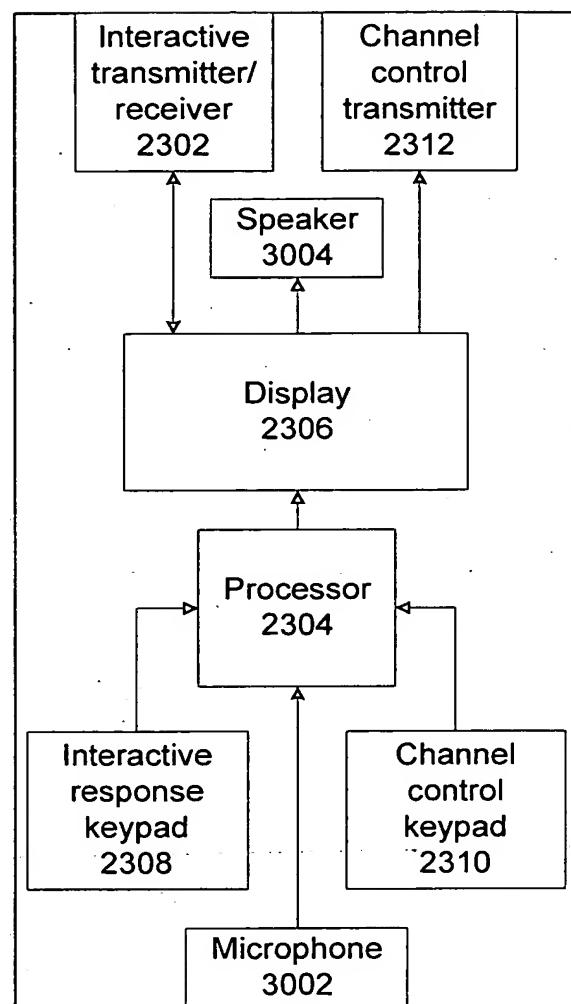


Fig. 29

3000Fig. 30

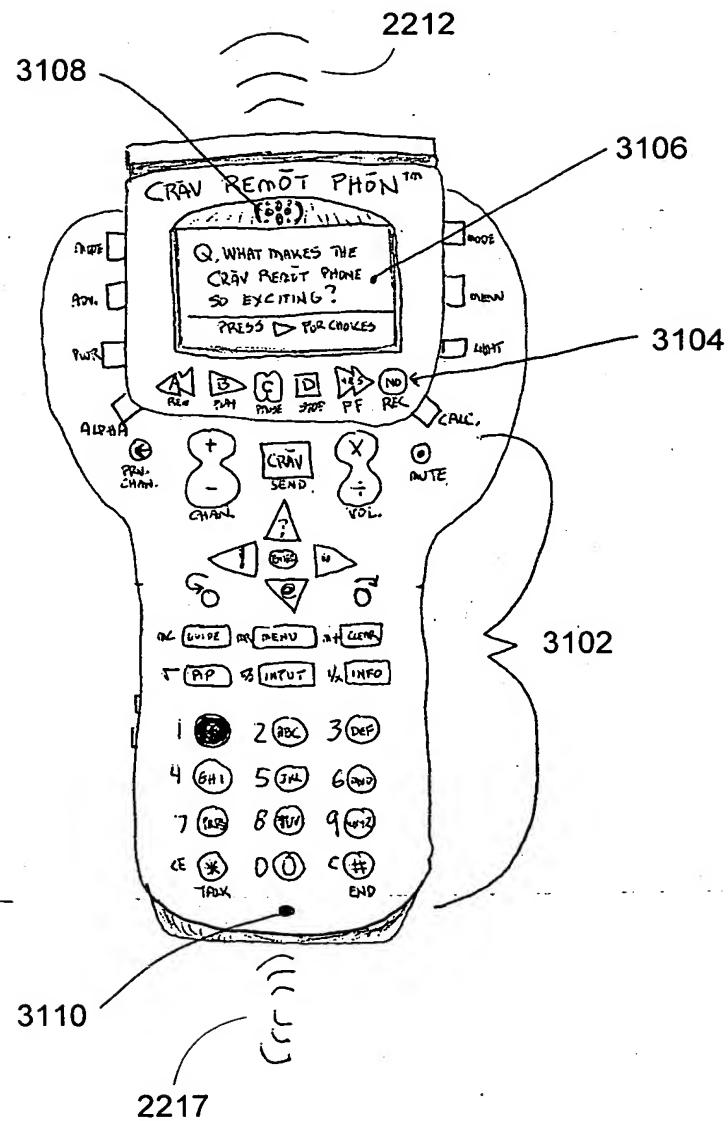


Fig. 31

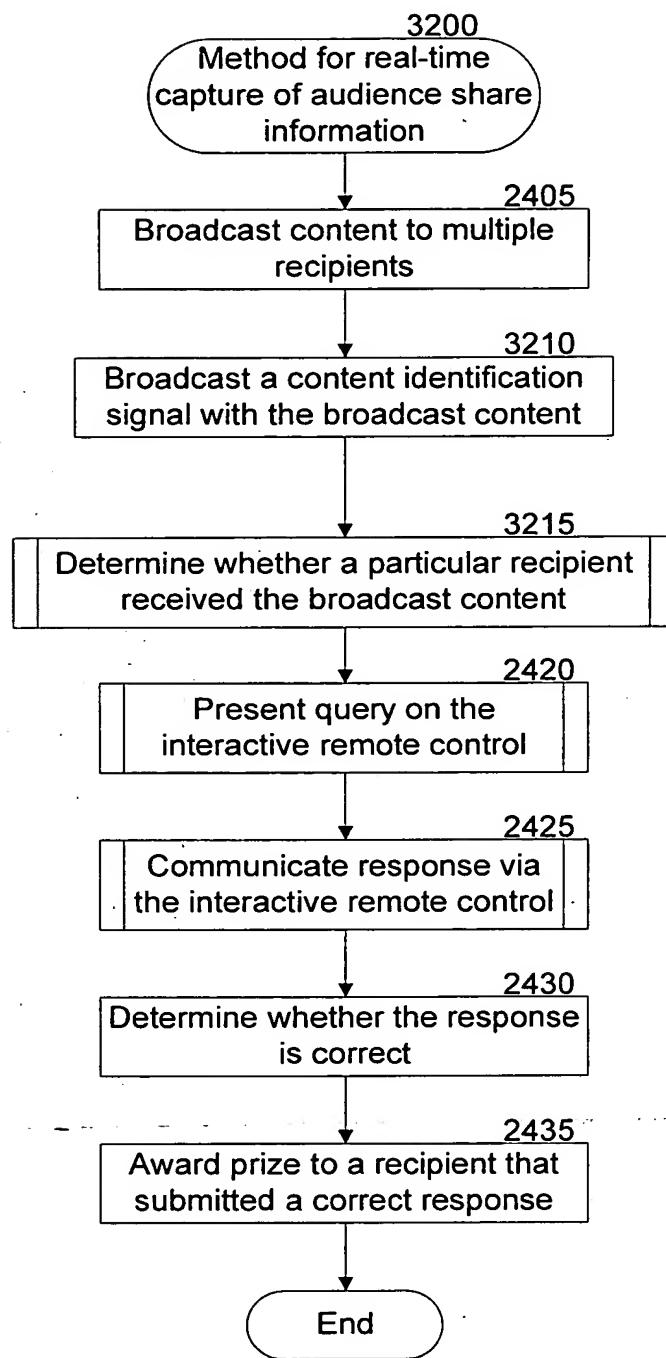


Fig. 32

